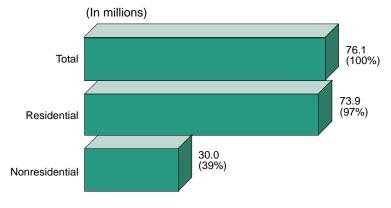
Nonconsumptive Highlights

Nonconsumptive activities including observing, feeding, and photographing wildlife continue to be popular in the United States. These activities are categorized here as being either residential, within a mile of one's home, or nonresidential, at least 1 mile from home.

The 1991 Survey collected information only on primary nonconsumptive activities, those activities whose main purpose was to observe, feed, or photograph wildlife. Secondary or incidental participation such as observing wildlife while pleasure driving was not included in the Survey.

In 1991, 76.1 million U.S. residents, 39 percent of the U.S. population 16 years old and older, enjoyed a variety of primary nonconsumptive activities. People who took a primary interest in wildlife around their homes numbered 73.9 million, while those who took trips away from their homes for the primary purpose of participating in nonconsumptive wild-life-associated recreation numbered nearly 30 million people.

Primary Nonconsumptive Participants



Primary Nonconsumptive Participants, by Activity (In millions)	
Total nonconsumptive participants	76.1
Nonresidential	30.0
Observed wildlife	28.8
Photographed wildlife	14.2
Fed wildlife	13.3
Residential	73.9
Fed wildlife	65.4
Observed wildlife	54.7
Photographed wildlife	17.0
Visited public parks or areas	15.5
Maintained plantings or natural areas	13.6
Detail does not add to total because of multiple response	onses.
Source: Table 44	

Nonconsumptive Expenditures

Seventy-seven percent of all primary nonconsumptive participants 16 years old and older spent \$18.1 billion, an average of \$311 per spender in 1991. Their expenditures represented 31 percent of all wildliferelated expenditures.

In 1991, nonconsumptive participants spent \$7.5 billion on trips to pursue their activi-

ties. Food and lodging accounted for \$4.4 billion, transportation expenses were \$2.6 billion, and other trip costs, such as land use fees and equipment rental, were \$448 million for the year.

These recreationists purchased \$9.6 billion of equipment. They spent \$5.7 billion on nonconsumptive equipment including binoculars, film, bird food, and special clothing. Auxiliary

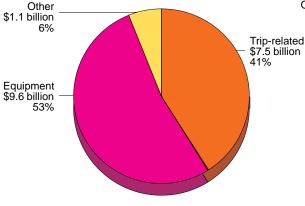
equipment expenditures for items such as tents and back-packing equipment amounted to \$350 million for the year. And participants spent \$3.5 billion on special equipment including vans and trail bikes.

Nonconsumptive participants also spent \$321 million on magazines and \$742 million on membership dues and contributions for the year.

Nonconsumptive Expenditures

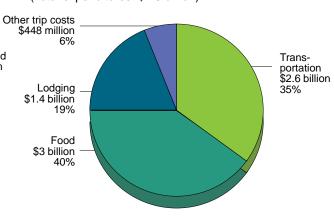
(Total expenditures \$18.1 billion)

Other



Trip-Related Expenditures

(Total expenditures \$7.5 billion)



Nonconsumptive Expenditures	
Total nonconsumptive expenditures	\$18.1 billion
Total trip-related	\$7.5 billion
Food and lodging	\$4.4
Transportation	\$2.6
Other trip costs	\$0.4
Total equipment expenditures	\$9.6 billion
Nonconsumptive equipment	\$5.7
Auxiliary equipment	\$0.3
Special equipment	\$3.5
Total other nonconsumptive expenditures	\$1.1 billion
Magazines	\$0.3
Membership dues and contributions	\$0.7
Source: Table 50	

Primary Residential Activities Highlights

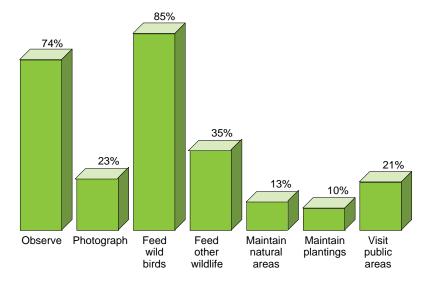
Primary residential participants 16 years old and older numbered 73.9 million in 1991, 97 percent of all nonconsumptive recreationists. The most popular residential nonconsumptive activity, feeding birds and other wildlife, was enjoyed by 65.4 million people, 89 percent of all residential nonconsumptive participants. Nearly 54.7 million people observed wildlife in 1991, constituting 74 percent of the residential participants.

Photographing wildlife was enjoyed by almost 17 million people, or 23 percent of all residential participants. Another 15.5 million residential participants, 21 percent, visited pub-

lic areas including parks within a mile of their homes. Nine and a half million people, 13 percent of the residential participants, maintained natural areas for the primary purpose of benefiting wildlife. Finally, 7.6 million participants, 10 percent of all residential participants, maintained plantings for the primary purpose of benefiting wildlife.

Percent of Total Residential Participation, by Activity

(Total: 73.9 million participants)



Primary Residential Participants	
(In millions)	
Total participants	73.9
Observe wildlife	54.7
Photograph wildlife	17.0
Feed wild birds	63.1
Feed other wildlife	26.1
Maintain natural areas	9.5
Maintain plantings	7.6
Visit public areas	15.5
Detail does not add to total cause of multiple response Source: Table 46	

Wildlife Observed, Fed, or Photographed by Primary Residential Participants

Of the 54.7 million participants who reported observing wildlife around their homes, a large majority, 51.3 million, watched birds. Watching mammals was popular among 37.1 million participants. Insects and spiders attracted the attention of 15.7 million people, 12.2 million watched amphibi-

ans or reptiles, and 11.5 million people reported observing fish or other wildlife.

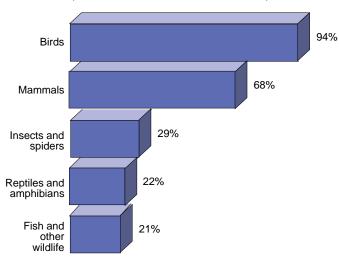
Of the 65.4 million residential wildlife feeders in 1991, 96 percent fed birds. Over 63 million people fed birds an average of 7 months in 1991. Approximately 26.1 million participants fed other wildlife for 5 months, on average, during the year.

Almost 17 million residential participants photographed wild-

life. Twenty-nine percent of the residential participants spent 2 to 3 days taking pictures of wildlife. Eight percent of the participants spent 21 or more days photographing wildlife. In between, 19 percent of the participants spent 1 day photographing wildlife, 15 percent 4 to 5 days, 17 percent 6 to 10 days, and 10 percent 11 to 20 days.

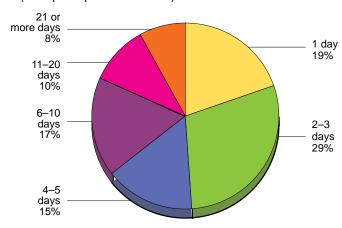
Percent of Residential Wildlife Observers, by Type of Wildlife Observed

(Total wildlife observers: 54.7 million)



Days Spent Photographing Wildlife

(Total participants: 17 million)



Primary Residential Participation by Geographic Division

In 1991, 190 million people 16 years old and older lived in the United States. Of those individuals, 39 percent observed, fed, or photographed wildlife around their homes. The participation rates of these primary residential participants varied from region to region.

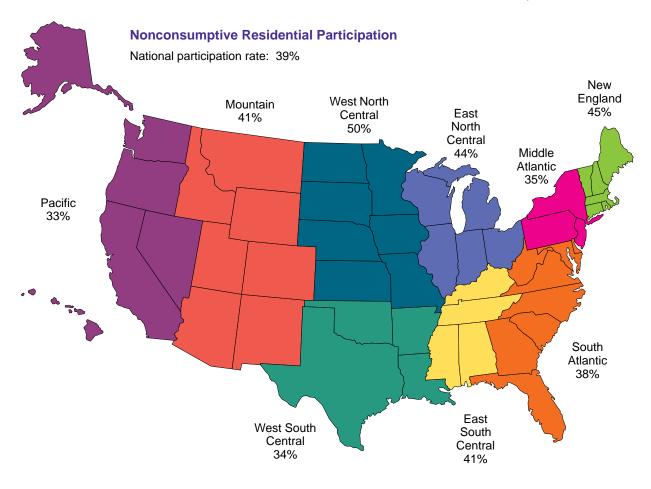
Residential nonconsumptive participation rates ranged from 33 percent in the Pacific Division to 50 percent in the West North Central Division. The New England, East North

Central, West North Central, EastSouth Central, and Mountain Divisions all had participation rates above the national participation rate of 39 percent. New England had a participation rate of 45 percent followed closely by the East North Central Division with a participation rate of 44 percent. The East South Central and Mountain Divisions followed with 41 percent each. The participation rate for the South Atlantic Division was 38 percent. The Middle Atlantic and West South Central Divisions had participation rates of 35 percent and 34 percent respectively.

Sex and Age of Primary Residential Participants

Residential nonconsumptive activities were enjoyed by males and females in almost equal proportions. In 1991, 40 percent of American males 16 years old and older enjoyed residential activities, as did 38 percent of American females of the same age group. Of the 73.9 million residential nonconsumptive participants, 49 percent (35.9 million) were male and 51 percent (38 million) were female.

Of the 73.9 million residential participants, 46 percent or 34.1 million were 25 to 44 years old. Thirty-nine percent of the 25 to 34 year old age group participated in residential nonconsumptive recreation,



while the participation rate for the U.S. population 35 to 44 years old was 45 percent. Each of these age groups represented 23 percent of the residential nonconsumptive participation total, and both groups numbered approximately 17 million individuals. Participants 65 years old and older numbered 11.8 million with a 38 percent participation rate. They represented 16 percent of all residential participants. Participants 45 to 54 years old numbered 10.9 million and represented 15 percent of all residential participants. Their participation rate was 40 percent. There were 9.2 million participants in the 55 to 64 year old age group, accounting for 12 percent of all residential recreationists and having a participation rate of

44 percent. The 18 to 24 year old participants numbered 6 million, or 8 percent of the residential participants. Their participation rate was 26 percent in 1991. Finally, the 16 and 17 year old participants totaled 2 million with a participation rate of 30 percent, accounting for 3 percent of the residential nonconsumptive participants.

Percent of U.S. Population 16 Years Old and Older Who Participated, by Sex

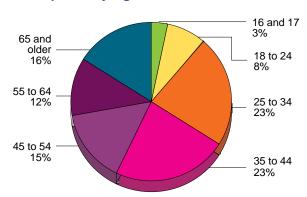


Percent of Primary Residential Participants 16 Years Old and Older, by Sex

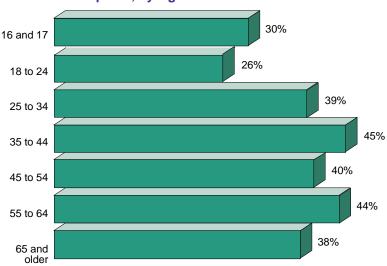
Men 49% Women 51%

Primary Residential Participants, by Sex and Age (In millions) Total, both sexes 73.9 Male 35.9 Female 38.0 Total, all ages 73.9 16-17 2.0 18-24 6.0 25-34 16.8 35-44 17.3 45-54 10.9 55-64 9.2 65 and older 11.8 Source: Table 52

Percent of Primary Residential Participants, by Age



Percent of U.S. Population Who Participated, by Age



Size of Residence of Primary Residential Participants

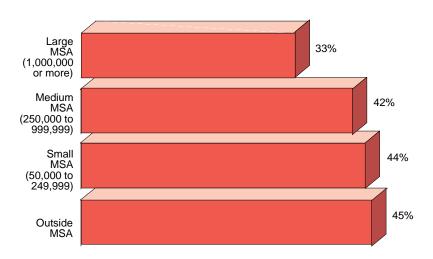
Thirty-nine percent of all U.S. residents 16 years old and older participated in nonconsumptive wildlife-associated recreation around their homes in 1991.

Participation rates varied by population size of metropolitan areas. People living in Metropolitan Statistical Areas (MSA's) with populations of 1,000,000 or more had a participation rate of 33 percent. These recreationists comprised 36 percent of the total residential participants. In MSA's of 250,000 to 999,999, the participation rate was 42 percent, 26 percent of all residential recreationists. Twelve percent of the residential non- consumptive participants were from MSA's with populations of 50,000 to 249,999. The population of these areas had a participation rate of 44 percent.

The highest participation rate for residential nonconsumptive participants was among persons residing outside of MSA's. While 22 percent of the total U.S. population lived outside these areas in 1991, they represented 26 percent of all residential nonconsumptive participants. Forty-five percent of that population group participated in nonconsumptive activities around their homes in 1991.

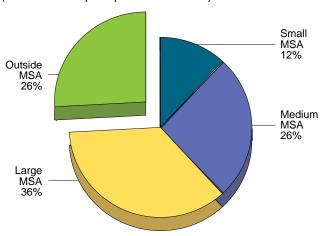
Percent of U.S. Population 16 Years Old and Older Who Participated, by Residence

(39% of total U.S. population participated)



Percent of Primary Residential Participants 16 Years Old and Older, by Residence

(Total residential participants: 73.9 million)



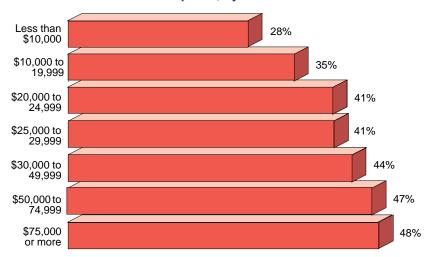
Income of Primary Residential Participants

Primary residential nonconsumptive activities were enjoyed by people of all income levels. Participation rates ranged from 28 percent among U.S. residents living in households earning less than \$10,000 per year to 48 percent among participants living in households earning \$75,000 or more annually. These groups represented 7 percent and 9 percent of all residential nonconsumptive participants respectively. Participants in households earning \$10,000-\$19,999 a year had a participation rate of 35 percent and

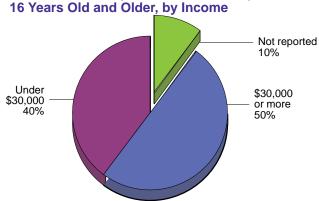
constituted 14 percent of all residential recreationists. The participation rate among recreationists with annual household incomes of \$20,000-\$24,999 was 41 percent making up 8 percent of all residential participants. People with annual household incomes of \$25,000-\$29,999 participated at a rate of 41 percent and made up 10 percent of all residential participants. Those people with annual household incomes of \$30.000-\$49.999. representing 25 percent of the residential participants, had a participation rate of 44 percent. Among the 16 percent of residential participants who reported annual household incomes of \$50,000- \$74,999, the participation rate was 47 percent.

In 1990, the median household income in the U.S. was approximately \$30,000, with half the households earning less than \$30,000 and the other half earning \$30,000 or more. Forty percent of the residential nonconsumptive participants lived in households that earned less than \$30,000, while 50 percent lived in households that reported an annual income of \$30,000 or more. Ten percent of the residential nonconsumptive sample did not report their income.

Percent of U.S. Population 16 Years Old and Older Who Participated, by Income



Percent of Primary Residential Participants



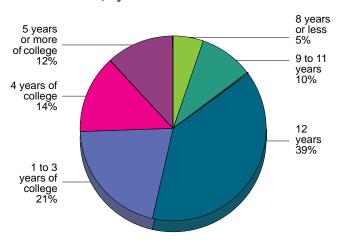
Education and Race of Primary Residential Participants

Among residential participants, a wide range of educational backgrounds was recorded. The highest rate of participation was found among recreationists with 5 or more years of college, 51 percent. They made up 12 percent of all residential nonconsumptive

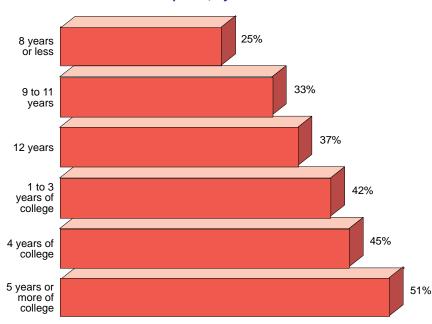
participants. The lowest participation rate, 25 percent, was among people with 8 years of education or less, 5 percent of all residential participants. The participation rate among those with 9 to 11 years of education was 33 percent. They constituted 10 percent of all residential participants. Residential recreationists with 12 years of schooling, 39 per-

cent of all residential participants, had a participation rate of 37 percent. Participants with 1 to 3 years of college had a participation rate of 42 percent, while those with 4 years of college had a participation rate of 45 percent in 1991. They represented 21 percent and 14 percent of all residential nonconsumptive participants respectively.

Percent of Primary Residential Participants 16 Years Old and Older, by Education



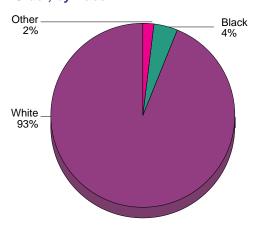
Percent of U.S. Population 16 Years Old and Older Who Participated, by Education



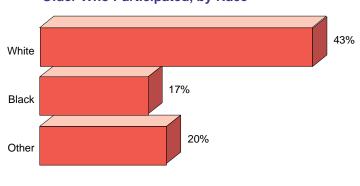
Primary Residential Participants, by Education and Race (In millions)		
Total participants	73.9	
Education		
0-8 years	3.6	
9-11 years	7.2	
12 years	28.6	
1-3 years of college	15.5	
4 years of college	10.3	
5 or more years of college	8.7	
Race		
White	69.0	
Black	3.0	
Other	1.8	
Source: Table 52		

A wide variety of participation rates was found among the different races. For the U.S. population, 43 percent of the White population engaged in residential nonconsumptive activities, 17 percent of the Black population enjoyed such activities, and 20 percent of individuals of other races participated. Of the total number of primary residential participants, 93 percent were White, 4 percent were Black, and 2 percent were all other races.

Percent of Primary Residential Participants 16 Years Old and Older, by Race



Percent of U.S. Population 16 Years Old and Older Who Participated, by Race



Primary Nonresidential Activities Highlights

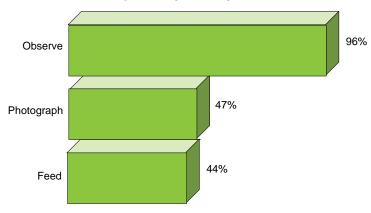
In 1991, almost 30 million people 16 years old and older took trips away from home for the primary purpose of observing, feeding, or photographing wildlife. They constituted 39 percent of all primary nonconsumptive participants.

The most popular nonresidential activity was observing

wildlife. Almost 29 million participants, 96 percent of all nonresidential participants, observed wildlife on an average of 10 days during the year. Photographing wildlife was enjoyed by 14.2 million people, 47 percent of all nonresidential participants, with an average of 6 days per participant. And 13.3 million people fed wildlife on an average of 8 days while away from home, 44 percent of all nonresidential recreationists.

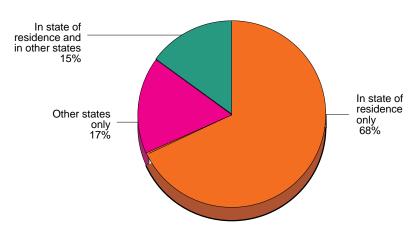
Eighty-three percent of all primary nonresidential participants took trips within their state of residence. Sixty-eight percent of the primary nonresidential participants took trips only in their state of residence, 15 percent took trips both in their state of residence and to another state, and 17 percent took trips only to other states. Altogether, 32 percent of primary nonresidential participants took at least some of their trips to other states.

Percent of Primary Nonresidential Participants, by Activity



Primary Nonresidential (In millions)	
Total participants	30.0
Observers	28.8
Photographers	14.2
Feeders	13.3
Total days	342
Observing	296
Photographing	82
Feeding	102
Source: Table 45	

Percent of Primary Nonresidential Participants in State of Residence and Other States



Wildlife Observed, Fed, or Photographed by Primary Nonresidential Participants

In 1991, many types of wildlife were enjoyed by the 30 million people who took trips for the primary purpose of observing, feeding, or photographing fish and wildlife in the United States. Birds attracted the attention of the largest number of people, 24.7 million individuals, 82 percent of all nonresi-

dential participants 16 years old and older.

Land mammals such as deer, bear, and coyotes drew almost as much attention as birds. Twenty-two and a half million participants, 75 percent of all nonresidential participants, observed, fed, or photographed land mammals. Fish attracted the attention of 10.1 million participants, 34 percent of all nonresidential recreationists.

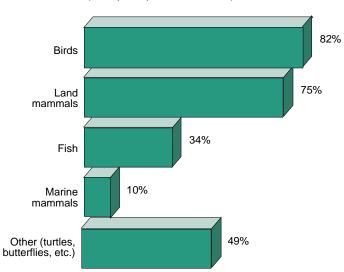
Over 3 million people, 10 percent of all nonresidential participants, observed, fed, or photographed marine mammals such as whales, seals, and dolphins.

Other wildlife such as butterflies, snakes, and turtles were observed, photographed, or fed by 14.7 million nonresidential participants, 49 percent of all nonconsumptive participants.

Primary Nonresidential Participants, by Type of Wildlife Observed, Fed, or Photographed (In millions) **Total participants** 30.0 Birds, total 24.7 Birds of prey 12.8 Waterfowl and shorebirds 19.1 Other birds 15.9 Land mammals, total 22.5 10.1 Other (turtles, butterflies, etc.) 14.7 Marine mammals 3.1 Source: Table 49

Percent of Primary Nonresidential Participants Who Observed, Fed, or Photographed Wildlife

(Total participants: 30 million)



Area or Site Visited by Primary Nonresidential Participants

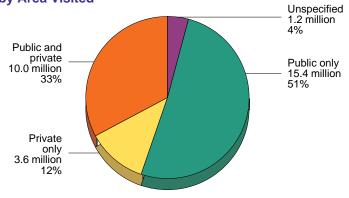
In 1991, both public and private areas provided significant opportunities for Americans to enjoy nonconsumptive wildlife-associated recreation activities. Almost 10 million, or 33 percent of all nonresidential participants, said they had visited both public and private areas during 1991. Most nonresidential participants, 15.4 million or 51 percent, reported visiting only public areas to enjoy their activities, while 3.6 million or 12

percent of nonresidential participants visited only private areas.

People also visited many different types of wildlife habitat while pursuing their activities during 1991. Almost 22 million people visited woodland habitats, 73 percent of the nonresidential participants. Lakes and streamsides also attracted a large number of visitors, 19.2 million people or 64 percent of the total. Brush covered areas and open fields attracted almost an equal number of people, 16.8 million, 56

percent, and 16.2 million, 54 percent, respectively. Wetlands were visited by 11.7 million, or 39 percent of all nonresidential participants, and manmade areas had 10 million recreational visitors. 33 percent of all nonresidential participants. Oceanside areas were visited by 6.9 million people accounting for 23 percent of all nonresidential recreationists. Other types of habitats accounted for 3.9 million nonresidential participants, 13 percent of the total nonconsumptive population.

Primary Nonresidential Participants, by Area Visited



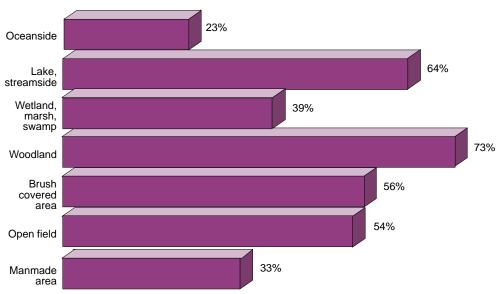
Primary Nonresidential Participants, by Site Visited (In millions)

Total partic

Total participants	30.0
Woodland	22.0
Lake or streamside	19.2
Open field	16.2
Brush covered area	16.8
Wetland, marsh, swamp	11.7
Manmade area	10.0
Oceanside	6.9

Source: Table 48

Type of Site Visited by Primary Nonresidential Participants



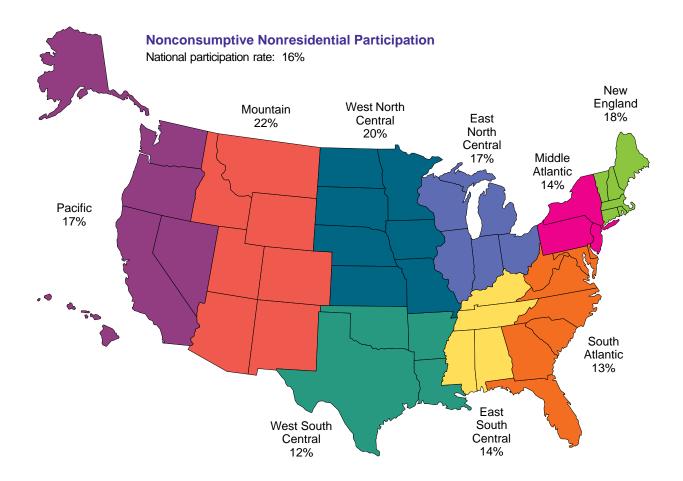
Primary Nonresidential Participants by Geographic Division

In 1991, 190 million people 16 years old and older lived in the United States. Of those individuals, 16 percent participated in primary nonresidential activities. Participation rates varied from region to region.

Nonresidential participation rates ranged from 12 percent in

the West South Central Division to 22 percent in the Mountain Division. Participants in the South Atlantic Division had a participation rate of 13 percent. Individuals in the Middle Atlantic and East South Central Divisions recorded participation rates of 14 percent. The Pacific, East North Central, New England, and West North Central Divisions all had participation rates above the national

participation rate of 16 percent. The Pacific and East North Central Divisions each had a participation rate of 17 percent. In the New England Division, 18 percent of the population participated in nonresidential activities. And 20 percent of the population in the West North Central Division participated in nonresidential nonconsumptive activities.



Sex and Age of Nonresidential Participants

Nearly equal numbers of males and females 16 years old and older enjoyed nonresidential nonconsumptive activities. In 1991, 18 percent of American males and 14 percent of American females enjoyed observing, feeding, or photographing wildlife away from home. Among the 30 million nonresidential participants, 53 percent (15.9 million) were male, and 47 percent (14.1 million) were female.

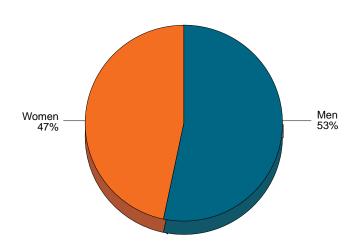
The age group with the most nonresidential participants, 8.9 million, was the 25 to 34 year olds with a participation rate of 21 percent. This group was closely followed by the 7.7 million participants in the 35 to 44 year old age group whose participation rate was 20 percent.

These two groups represented 30 percent and 26 percent of all nonresidential participants respectively. There were 4.3 million participants in the 45 to 54 year old age group, 14 percent of all nonresidential participants. Sixteen percent of the people in this age group participated in nonresidential activities. The 18 to 24 year old group, which had a participation rate of 14

Percent of U.S. Population 16 Years Old and Older Who Participated, by Sex



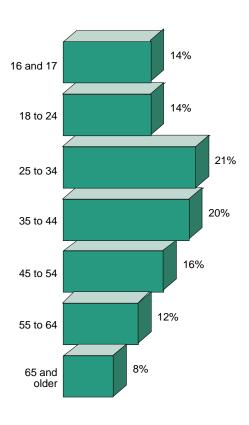
Percent of Primary Nonresidential Participants 16 Years Old and Older, by Sex



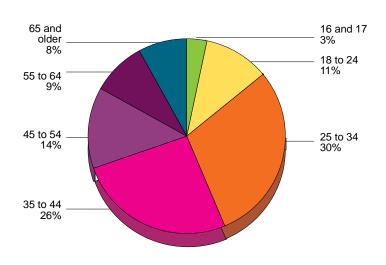
percent, numbered 3.2 million people and represented 11 percent of all nonresidential recreationists. Additionally, 2.6 million participants, 9 percent of all nonresidential participants, were 55 to 64 years old. They represented 12 percent of the U.S. population within that age group. Participants 65 years old and older numbered

2.4 million. They accounted for 8 percent of all nonresidential participants and had a participation rate of 8 percent. The 16 and 17 year olds had a participation rate of 14 percent. These 889 thousand individuals comprised 3 percent of all nonresidential participants.

Percent of U.S. Population Who Participated, by Age



Percent of Primary Nonresidential Participants, by Age



Primary Nonresidential Participants, by Sex and Age	
Total, both sexes	30.0 million
Male	15.9 million
Female	14.1 million
Total, all ages	30.0 million
16-17	889 thousand
18-24	3.2 million
25-34	8.9 million
35-44	7.7 million
45-54	4.3 million
55-64	2.6 million
65 and older	2.4 million
Source: Table 51	

Size of Residence of Primary Nonresidential Participants

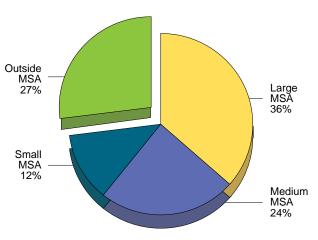
Nonresidential nonconsumptive activities were enjoyed by a substantial number of people from both urban and rural areas. Those living in Metropolitan Statistical Areas (MSA's) with populations of

1,000,000 or more participated at a rate of 13 percent and represented 36 percent of all non-residential participants. The participation rate for nonresidential recreationists in MSA's with populations of 250,000 to 999,999, 24 percent of all non-residential participants, was 16 percent. MSA's with popula-

tions of 50,000 to 249,999 had a participation rate of 18 percent and represented 12 percent of all nonresidential recreationists. Those participants residing in areas outside an MSA had a participation rate of 19 percent and represented 27 percent of the nonresidential total.

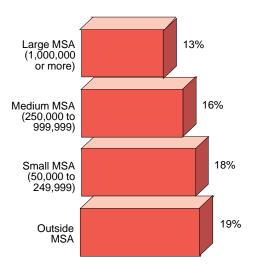
Percent of Primary Nonresidential Participants 16 Years Old and Older, by Residence

(Total nonresidential participants: 30 million)



Percent of U.S. Population 16 Years Old and Older Who Participated, by Residence

(16% of total U.S. population participated)



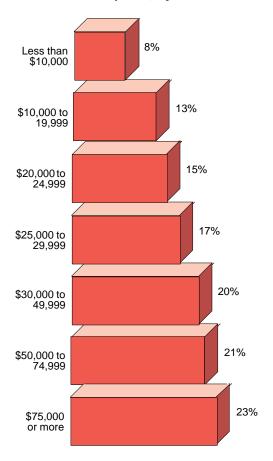
Income of Primary Nonresidential Participants

People from households at all income levels enjoyed nonconsumptive activities away from home. Participation rates ranged from 8 percent for those in households earning less than \$10,000 per year (5 percent of all nonresidential participants) to 23 percent in those households earning \$75,000 or more annually (10 percent of all nonresidential participants). Following close behind this income group were participants from households earning \$50,000- \$74,999 per year with a participation rate of

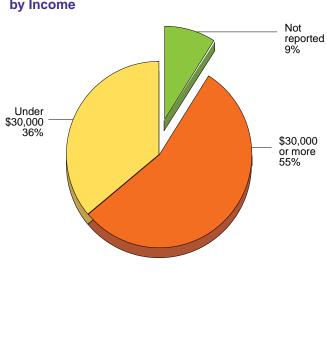
21 percent. They represented 17 percent of all nonresidential participants. Those in the \$30,000-\$49,999 income group with a 20 percent participation rate constituted the largest portion of nonresidential participants, 28 percent. Of those earning an annual household income of \$25,000- \$29,999, 17 percent enjoyed nonresidential activities. They represented 10 percent of the nonresidential total. Participants in the \$20.000-\$24.999 household income group had a 15 percent participation rate, and the participation rate for those in households earning \$10,000-\$19.999 was 13 percent. These two groups were 8 percent and 13 percent of all nonresidential recreationists respectively.

In 1990, the U.S. median household income was approximately \$30,000. Half of the households earned less than \$30,000 and the other half earned \$30,000 or more. Among nonresidential nonconsumptive participants, 36 percent came from households with annual incomes of less than \$30,000, while 55 percent were from households earning \$30,000 or more annually. Nine percent of the nonresidential nonconsumptive sample did not report their income.

Percent of U.S. Population 16 Years Old and Older Who Participated, by Income



Percent of Primary Nonresidential Participants 16 Years Old and Older, by Income



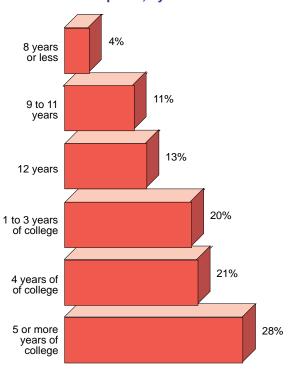
Education and Race of Primary Nonresidential Participants

People of all educational levels participated in nonresidential activities in 1991. Four percent of the U.S. population with 8 years of education or less participated in a nonresidential nonconsumptive activity, 2 percent of the nonresidential total. In comparison, 28 per-

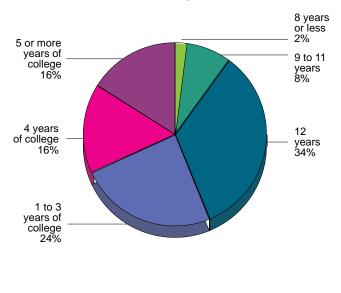
cent of the population with 5 years or more of college joined in nonresidential activities and represented 16 percent of all nonresidential participants. The participation rate of enthusiasts with 9 to 11 years of education was 11 percent. These participants made up 8 percent of all nonresidential enthusiasts. Those with 12 years of education had a 13 percent partici-

pation rate and represented 34 percent of the nonresidential total. Participants with 1 to 3 years of college participated at a rate of 20 percent, contributing 24 percent to the nonresidential total. Lastly, 21 percent of those with 4 years of college participated in nonresidential activities, making up 16 percent of all nonresidential participants.

Percent of U.S. Population 16 Years Old and Older Who Participated, by Education

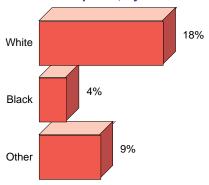


Percent of Primary Nonresidential Participants 16 Years Old and Older, by Education



The participation rates among races varied greatly. Eighteen percent of all White individuals living in the U.S. participated in nonresidential activities in 1991, 4 percent of all Black individuals participated, and 9 percent of individuals of other races participated. Of the total 30 million nonresidential participants, 95 percent were White, 2 percent were Black, and 3 percent were other races.

Percent of U.S. Population 16 Years Old and Older Who Participated, by Race



Primary Nonresidential Participants, by Education and Race

Total participants 30.0 million

Education

o years or less	576 thousand
9-11 years	2.3 million
12 years	10.3 million
1-3 years of college	7.2 million

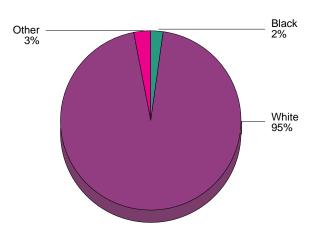
5 or more years of college 4.8 million

Race

White	28.5 million
Black	678 thousand
Other	843 thousand

Source: Table 51

Percent of Primary Nonresidential Participants 16 Years Old and Older, by Race



Tables